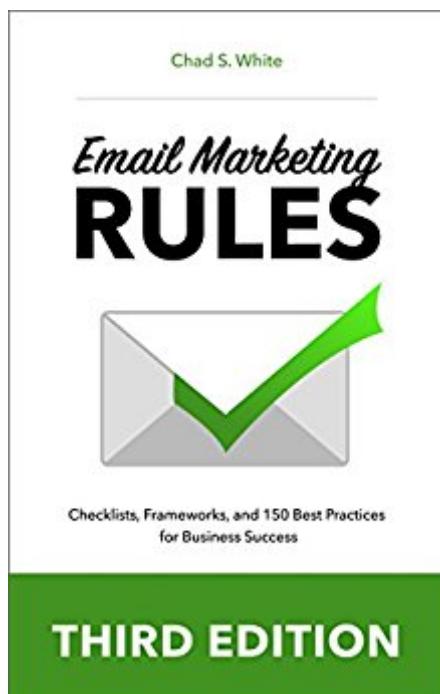


The book was found

Email Marketing Rules: Checklists, Frameworks, And 150 Best Practices For Business Success



Synopsis

Email marketing's power is matched only by how incredibly misunderstood it is. Email Marketing Rules demystifies this vital channel, taking you step by step through 150 best practices, providing extensive tactical checklists, and giving you strategic frameworks for long-term success. Updated and greatly expanded, the 3rd Edition of Email Marketing Rules will help you: Set the right program goals by understanding deep metrics; and properly interpreting campaign, channel, and subscriber metrics. Build high-performance lists by identifying valuable subscriber acquisition sources, using appropriate permission practices, and managing inactives wisely. Ensure your emails are delivered by understanding the factors that cause inbox providers to block senders. Craft relevant messaging with effective subject lines, savvy designs, and smart targeting. Automate your messaging so you address moments that matter and create highly engaging subscriber journeys. Develop solid workflows that avoid errors and speed up production.

Book Information

File Size: 3037 KB

Print Length: 490 pages

Publication Date: June 2, 2017

Sold by: Digital Services LLC

Language: English

ASIN: B072C5HGTG

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #58,845 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #29 in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Direct #56 in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Web Marketing #57 in Books > Business & Money > Marketing & Sales > Marketing > Direct

Customer Reviews

Everyone in the email marketing industry is talking about the book "Email Marketing Rules" by Chad White and I must join in the conversation! I use it daily as a reference guide.

and highly recommend you do too.

Hi I'm Douglas Burdett, host of The Marketing Book Podcast and I'd like to tell you about new, 3rd edition of the book "Email Marketing Rules: Checklists, Frameworks, and 150 Best Practices for Business Success" by Chad S. White. Email is one of the most powerful and misunderstood marketing tactics available these days. When email marketing is properly executed, it can dramatically improve your marketing, sales, customer retention, recruiting and more. But you have to know what you're doing. There's a lot more involved than just blasting out your message. And that's where the misunderstood part comes in. One of the biggest marketing crimes committed these days is treating email like an outbound, interruptive marketing tactic. There are a few big reasons why that's particularly harmful for the sender. First, it doesn't work very well because with email marketing you have to remember that you have been invited to the recipient's inbox. Oh, you weren't invited? Well then, prepare for repercussions. One of the repercussions is that the recipient won't like you and want to do business with you. You are working toward becoming known, liked and trusted, right? Another is that the email marketing world, particularly the services that run your inbox, are keeping track of who is a poorly-behaved emailer. Misbehave and your company could find that any emails from your company may no longer get through to the recipients. It's sort of like the effect of a search engine that is moving your search results down into obscurity. That's right, companies are actually doing harm to themselves with their email. And that's actually worse than that you might also be breaking the law depending on which country you're in. If your organization is doing any form of email marketing, you really can't afford not to read Email Marketing Rules or at least have the people responsible for your email marketing read it. And to listen to an interview with Chad S. White about "Email Marketing Rules", visit MarketingBookPodcast.com

Email Marketing Rules is a well thought out book on the realities facing email marketing as a business practice and contributing marketing function. Chad has done a great job of creating something that is easily digestible whilst empowering readers to create change through some known and unknown rules. Whether you've been handed the reins of an email marketing program and have no experience or you're well versed in email there are actionable things you can take away from this book. As someone who works heavily in the Marketing Automation space, I'll loved reading this because email is still the foundation of a lot of my work. It also reaffirmed notions I've not seen

captured or fully thought through in regards to things as basic as surface level metrics and deeper business altering metrics all the way through to communicating success in this channel to business leaders.

Surprisingly, Chad White has found a way to improve upon older editions of his work. In addition to crucial updated content, he has also added various figures that illustrate ideas and will help marketers understand otherwise complex marketing strategies. Email, as a communication tool but especially as a marketing channel, is constantly evolving and reinventing ways to be more valuable for the end-user. Mr. White covers concepts on which I advise my own clients with great clarity and accuracy, like the importance of marketers understanding and anticipating user lifecycle, conceptual best practices, and also includes various tactics and examples to help convey them. Lastly, this work covers the complex world of email deliverability in a way I haven't seen in a mainstream medium before. ISPs like Google and Microsoft only view your content as valuable if their users *show* them they think as much, regardless of how great you think it is. The only way to be successful in email is to be dynamic in your tactics and own deliverability as a sender. I'm using this work to help educate my clients, make sure my methodologies are sharp, and as an email nerd, also for enjoyment.
:)Seth CharlesEmail Deliverability Consultant for SendGrid

This is my third Chad White read and I continue to love his books. In my opinion, these are the text books that any digital marketer should have on their shelf or desk for quick reference. Not only is the nomenclature of email broken down into digestible terms and concepts, the recommendations woven throughout are truly best practices. Whether you are a seasoned expert in the field of email marketing or you are just starting in your first job, these are the books you'll want. Bravo, Chad!

Email Marketing Rules is the Wikipedia of email marketing—“a comprehensive all-in-one resource covering everything you need to know about email marketing strategy and execution. You'll find practical guidance on literally every aspect of email: building an engaged list of subscribers, staying out of the spam folder, measuring ROI, creating content and designs that meet your goals, testing & optimization... even how and when apologize when you make an email marketing mistake. Chad writes in an engaging, clear, and actionable way, breaking down the complexity of email into simple rules and checklists that make up the guiding principles of successful email campaigns. If you're just starting out in email, read this book cover-to-cover to understand the foundations of how and why you should build an email marketing program. If you're

an industry veteran, keep this book handy as a quick reference for the times you need a refresher or simply want some inspiration.

[Download to continue reading...](#)

Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Email Marketing Rules: Checklists, Frameworks, and 150 Best Practices for Business Success Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing The Lead Machine: The Small Business Guide to Digital Marketing: Everything Entrepreneurs Need to Know About SEO, Social Media, Email Marketing, and Generating Leads Online SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) The Celebrity Email Address Directory: 500+ Celebrity Email Addresses For Autograph Hunters, Fan Mail, Agents, and Journalists How to Contact by Email: (EMAIL) Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Instagram Marketing for Dummies-The Complete Guide to Instagram Marketing: Learn Exactly How to Create Your Instagram Marketing Strategy From Scratch and Optimize Your Strategy for Long-Term Success. How to Create Your Own Jewelry Line: Design – Production – Finance – Marketing & More Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) Fundamentals of Leisure Business Success: A Manager's Guide to Achieving Success in the Leisure and Recreation Industry (Haworth Marketing Resources) Social Marketing Profits: Start and Grow a Business via Facebook Shopify or Instagram Local Business Marketing Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) YouTube Marketing: A Comprehensive Guide for Building Authority, Creating Engagement and Making Money Through Youtube (Facebook Marketing, Instagram Marketing 3) Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) The

New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)